

**UNIQUE OPPORTUNITY
TO GIVE A MOST
IMAGINATIVE GIFT...**

**one that will be enjoyed all year long.
for only \$9⁹⁵**



12 GLORIOUS MONTHS IN BRITAIN-ONLY

THE BRITISH MAGAZINE-OF-THE-MONTH CLUB



1 Park Avenue, New York, N. Y. 10016

Give a friend a
membership in a
BRITISH CLUB
this Christmas
for only
\$9⁹⁵

THEODOR H NELSON
458 WEST 20TH ST
NEW YORK NY 10011



12 GLORIOUS MONTHS IN BRITAIN-ONLY 9⁹⁵



Please enter the following membership-subscriptions to the BRITISH MAGAZINE OF THE MONTH CLUB for 1970. I understand that my friends will be entitled to full membership privileges including the lavish 1969 Christmas edition of the ILLUSTRATED LONDON NEWS, the special discount benefits and a handsome membership card, when they are enrolled as members.

My gift will be announced by the handsome gift card—bearing the portrait of the Investiture ceremony of H.R.H. Prince Charles as Prince of Wales.

As a gift-giver I will be made an honorary member of the Club, eligible for all discount privileges.

Please enter a 1970 membership-subscription to the BRITISH MAGAZINE OF THE MONTH CLUB at the \$9.95 enrollment fee for each name below:

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

SIGN CARD _____

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

SIGN CARD _____

☐ I enclose \$ _____

☐ Please bill me.

THEODOR H NELSON
458 WEST 20TH ST
NEW YORK NY 10011

☐ Please enroll me in the British Magazine of the Month Club for 1970, too!

Use other side to enroll additional gift members.

DBC

THE BRITISH MAGAZINE-OF-THE-MONTH CLUB



1 Park Avenue, New York, N.Y. 10016

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGN CARD _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGN CARD _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGN CARD _____

RECORD OF GIFTS

DETACH AND RETAIN THIS PORTION FOR YOUR RECORDS

AMOUNT _____
CHECK # _____
DATE _____

THE BRITISH MAGAZINE-OF-THE-MONTH CLUB



1 Park Avenue, New York, N.Y. 10016

Dear Friend,

We British regard our clubs as sanctuaries where we can shut out the problems of everyday life — a place where we can enjoy the peace and relaxation of reading our favourite magazines and exchanging views with friends. Our club is a way of life traditional and cherished.

We wanted to share this tradition with our American friends, and thus we established the BRITISH MAGAZINE OF THE MONTH CLUB nearly twenty years ago. Thousands of thoughtful, sophisticated Americans have been enjoying club memberships ever since.

Thousands too have found that the gift of a membership in this unique club is an especially thoughtful and imaginative way to say "Merry Christmas" to their friends.

(over please)

Now you too can give your friends a visit to Britain more intimate than any guided tour, plus a membership in a British club . . . all for the remarkable price of \$9.95.

Throughout 1970 your friends will enjoy the peaceful country villages, the legendary homes, the wry wit, the literary heritage and the glittering social whirls of Britain as we British do, through our own magazines.

A gift membership in the BRITISH MAGAZINE OF THE MONTH CLUB is an invitation to share the British way of life — warm and sparkling — in armchair comfort. And memberships will bring your friends a year rich with new and exciting reading horizons and yet it is so much more than a subscription. As distinguished members your friends will receive:

Every month in 1970 a different world-famous British magazine — the most outstanding — mailed direct from Britain.

A lavish Yuletide bonus, of the magnificent 1969 Christmas edition of the ILLUSTRATED LONDON NEWS . . . long a British tradition.

Specially selected bonus issues — chosen from Britain's most widely read and enjoyed publications . . . all free with our compliments.

Money-saving discounts that can save more than \$25 on subscriptions to many of Britain's leading publications.

Rare opportunities to purchase exceptional British products not usually available in the United States, and frequently at exclusive discount prices.

A Handsome membership card entitling the bearer to share all the club's privileges.

All these BRITISH MAGAZINE OF THE MONTH CLUB benefits will be announced to your friends, as evidence of your thoughtful generosity, by lovely gift cards bearing a full colour portrait of the Investiture ceremony of H.R.H. Prince Charles as Prince of Wales. (We have been granted special permission by the Lord Chamberlain to reproduce this portrait.)

YOU, the gift-giver, will benefit too! When we receive your gift-membership instructions, we will give you an honorary membership card entitling you to the same money-saving privileges for the subscription and product discounts accorded to our regular members.

Your friends will find membership in the BRITISH MAGAZINE OF THE MONTH CLUB among the most unusual and treasured gifts they will receive this Christmas, and we look forward to welcoming them on your behalf.

May we suggest that you enroll your friends right away. Christmas is just around the corner, and club memberships make the perfect gift for the special people on your Christmas list. We have enclosed an entry form and a postage-free envelope for your convenience.

We look forward to hearing from you in the near future.

With best wishes for a Merry Christmas.

Cordially

A handwritten signature in blue ink, reading "Jerry I. Reitman". The signature is stylized with a large, sweeping "J" and "R".

Jerry I. Reitman
Vice-President

JIR/pm



**JOIN AN EXCLUSIVE
BRITISH CLUB
AND VISIT BRITAIN
12 TIMES A YEAR!**

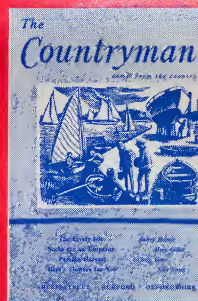
THE BRITISH MAGAZINE-OF-THE-MONTH CLUB



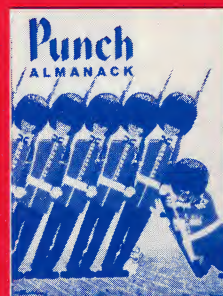
Membership in the BRITISH MAGAZINE OF THE MONTH CLUB is more than a magazine subscription. It is an *experience*—rich in its variety, exciting in its novelty. Each month members receive a different British magazine—direct from London—with fascinating glimpses of Britain—its life, its culture, its countryside, its society, and its history.

No single magazine, of course, can capture *all* of Britain. That's why the multi-magazine plan of the BRITISH MAGAZINE OF THE MONTH CLUB is already so popular with thousands of Americans—those who wish to relive the golden moments of their past visits to Britain, and others who still look forward to viewing its wonders for the first time.

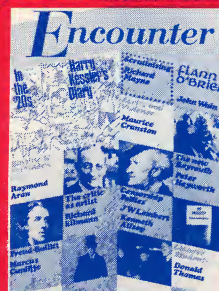
The clatter of Soho and the quiet of Scottish moors. Old Vic and Saville Row. The wit of Parliament and the Mod madness of Liverpool. They will all be there to be seen and savoured—in the pages of Britain's greatest magazines.



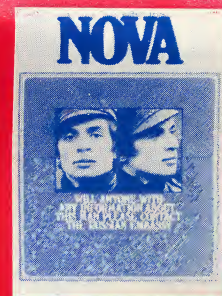
COUNTRYMAN will bring you into the very heart of the country; the folklore, the characters, the past-times of the British.



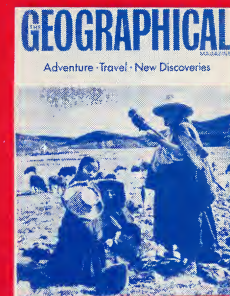
PUNCH, internationally famed for distinctive wit and forthright commentary on world affairs and the arts.



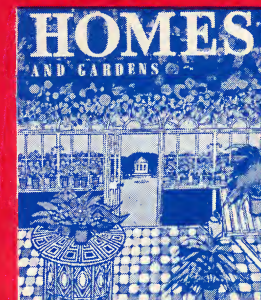
ENCOUNTER is a dynamic magazine of ideas penetrating the contemporary scene with incisive views on significant political and cultural issues.



NOVA is...diverting, provocative, stimulating and entertaining.



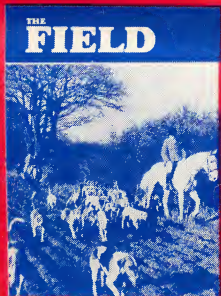
GEOGRAPHICAL will take you and your friends to places strange and beautiful.



HOMES AND GARDENS brings the charm of British Homes to life with captivating features.



ILLUSTRATED LONDON NEWS combines fine prose and reporting with an outlook that is both fresh and fascinating.



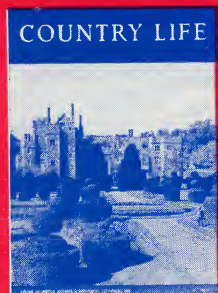
FIELD brings you delightful comments on that very British art of gracious living.



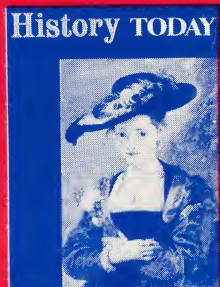
QUEEN is enjoyed by the world's most interesting people for its fresh, vital approach to the pleasures of life.



BLACKWOODS MAGAZINE brimming with humour, adventure, tales of historical personalities, events and poetry.



COUNTRY LIFE takes you on a leisurely tour of traditional Britain in all its splendour with captivating articles and beautiful illustrations.



HISTORY TODAY provides a vivid panorama of world history which will stimulate the imagination.

EXCLUSIVE CLUB MEMBERSHIP PRIVILEGES

- I. Each month in 1970 a new and different world-famous British magazine—chosen from Britain's Best—and mailed direct from London, will bring you and your friends hours of informative and amusing entertainment.
- II. Bonus issues will delight and surprise members, as, in addition to the original twelve, they receive other carefully selected British publications...all free with our compliments.
- III. Money saving benefits...discounts that can save more than \$25.00 on subscriptions to many of Britain's leading publications.
- IV. Unique opportunities to purchase exceptional British products, not usually available in the United States and frequently at special discount prices.
- V. A personal card confirming membership in this exclusive British Club.

The BRITISH MAGAZINE OF THE MONTH CLUB makes a wonderful gift for every occasion. And the gift-giver shares membership benefits too! Those who give a gift membership also receive an honorary membership card entitling them to share in the Club's discount privileges.

To announce your thoughtful generosity, a lovely gift card with a full colour portrait of the Investiture Ceremony of H.R.H. Prince Charles as Prince of Wales. (We have been granted special permission by Lord Chamberlain to reproduce it.)

SPECIAL YULETIDE BONUS

Each BRITISH MAGAZINE OF THE MONTH CLUB member for 1970 will receive free, with our compliments, the magnificent Christmas edition of the ILLUSTRATED LONDON NEWS, valued at \$1.25.

Rich with tales of the season's joys and traditions, lavishly illustrated and long a Yuletide favourite. This Christmas edition will bring the warmth and gaiety of a British Christmas to all who receive it.



1 Park Avenue, New York, N.Y. 10016

SPECIAL BONUS OFFER



Each member will receive the magnificent 1969 Christmas edition of the *ILLUSTRATED LONDON NEWS*...long a yuletide tradition in Britain. The rich colour reproductions and bright informative stories make this a much looked forward gift. A \$1.25 value, the Christmas edition of the *ILLUSTRATED LONDON NEWS* will be sent FREE to each member you chose to enroll this Christmas for the special membership fee of \$8.95.

THE BRITISH MAGAZINE-OF-THE-MONTH CLUB



NM-69

1 Park Avenue, New York, N.Y. 10016

"We have enjoyed them immensely. They make excellent waiting room literature for my dental patients before I take the issues home for reading there."

Dr. Robert S. Prario
San Diego, California

"It is a great pleasure to receive the British magazines every month... We like the diverse selections—it is certainly a cross section of every avenue of interest."

Mrs. Philip M. Stimson
New York, N.Y.

"The BRITISH MAGAZINE OF THE MONTH CLUB has been a pleasant surprise, as well as a delightful change in reading habits."

Frederick B. Hicks
Fort Lauderdale, Florida

"I want you to know how much we enjoy the magazines, and how much others enjoy them as well. Apart from the subscription we have made for another family, we also receive them as a Christmas gift from a friend."

Victor C. Studley
Kansas City, Missouri

"All that I could have wished for."

James F. L. Connell, Ph.D., CPG
Montevallo, Alabama



1 Park Avenue, New York, N.Y. 10016

"I have enjoyed my membership for several years. I receive it every year as a Christmas gift. In this way I really get a present twelve times a year, and my kind donor has no trouble over thinking what to give me. Perhaps more people could profitably adopt these procedures. I take pleasure in all the well-chosen selections..."

Miss Agnes Miller
New York, N.Y.

"Since I am a new member in the club, each issue is a new surprise—a new and pleasant surprise. I am so glad my husband gave me this subscription because I have loved each of the magazines."

Mrs. Paul F. Greene
Lexington, Kentucky

"I have indeed enjoyed the selections I have received. The variety is wide and I enjoy the new interests your magazines have engendered."

Jane A. Domanski
Buffalo, New York

"Everything about your publications and the current selections is superb."

Mrs. John J. Lauchlin
Albany, New York